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CONSUMER TIME

IS IT YOUR SECRET DESIRE TOO?

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NETWORK: NBC

DATE: May 8, 1945

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TIME: 12:15-12:30 PM- EWT

(Produced by the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than eleven years in the interest of consumers.)

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AUG 27 1945
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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER.....CLOSE DRAWER.
4. ANNCR: During the next 15 minutes the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.
(CONFIDENTIAL) Hey...you! Is it your secret desire too?
5. MAN: Is what my secret desire?
6. ANNCR: (CLOSE IN MIKE) You know...to start a farm some day! To be a farmer!
7. MAN: How'd you know?
8. ANNCR: Oh, that's easy. Nearly everybody has that little thought in the back of his mind.
9. MAN: Is that so!
10. ANNCR: Sure, and you know who's giving it a lot of thought these days... serious thought?
11. MAN: Who?
12. ANNCR: War veterans. Soldiers and sailors just returned from overseas ...boys in hospitals...restless boys who've come home, and are trying to get started all over again. So many many of them have that same idea! They want to get a little land someplace where it's peaceful and quiet...and start a farm.

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13. MAN: And what about the fellows still fighting?
14. ANNCR: Those men too...thousands of them are writing home...to their wives and families..."Where can we get a farm? How can I find out something about homesteading? When I get out of this mess...I want to be a farmer!"
15. MAN: And do you suppose they'll get their wish?
16. ANNCR: Well, I thought we might sit in on a very interesting conversation right now. There's a train speeding through the countryside...a train packed with soldiers and sailors...and WAC's and WAVES. It's a typical Saturday train...everybody going somewhere.
17. MAN: Yes...I see...
18. SOUND: TRAIN WHISTLE AND NOISE...SNEAKS INTO THIS....
19. ANNCR: I thought we might go into about the fifth coach forward...there on the corner seats...two soldiers talking and in the seat opposite them...yes, she's a Sergeant in the WAC's. But they aren't talking to her...they're too busy talking to each other...(FADES)
20. SOUND: CROSS FADE UP...TRAIN WHISTLE LOUD AND NOISE OF TRAIN...THEN FADE AND SLOWLY OUT...UNDER:
21. MAX: (DREAMILY...OUT OF THE WINDOW) There she is Joe, boy...beginning to look like my country now! Beginning to look like home.
22. JOE: Yeah, that's nice country all right. Me, I've always been for city life. Never thought much about living in the sticks. (SORT OF YAWN) You sort of talked me into the idea of farming, Max!
23. MAX: Oh, there's nothing like it. Peaceful, quiet...(LITTLE LAUGH) Not that I know anything about it. I've never tried to farm, myself!

24. JOE: Why I thought you were an old hand...
25. MAX: No....I used to help out a little on grandpop's place in the summertime. But that's about all.
26. BETTY: You're in for plenty of trouble, then, soldier. Starting a farm with no more experience than that!
27. MAX: (IRRITATED AT INTERRUPTION) Oh is that so! And please tell me, since when have WAC's been authorities on farming?
28. BETTY: It's not because I'm a WAC. I just happen to know a little bit about it.
29. MAX: This is a man's conversation, anyhow. Joe here and I are planning to do a little farming. Is that all right?
30. JOE: (LAUGH) Watch out, she'll pull rank on you, fellow.
31. BETTY: Look, my name is Betty Upton...
32. MAX: Aren't you going to say "Sergeant Betty Upton"?
33. BETTY: You can skip that. I was just interested in hearing you talk about starting a farm, that's all. Are you going to start one together?
34. JOE: Oh goodness no. Max is going to grow vegetables and have some pigs, aren't you Max?
35. MAX: That's the general idea.
36. BETTY: And what about you...?
37. JOE: Oh, I'm the wandering type. I'm going to look into the matter of homesteading in Alaska. You know...no money and plenty of brawn!
38. MAX: Yeah, you have plenty of brawn all right, with that bum leg.
39. JOE: Never mind about my leg...All it needs is a little use! And I'm getting ready to use it any day now...on my own private homestead! Do the WAC's have anything to say about that?

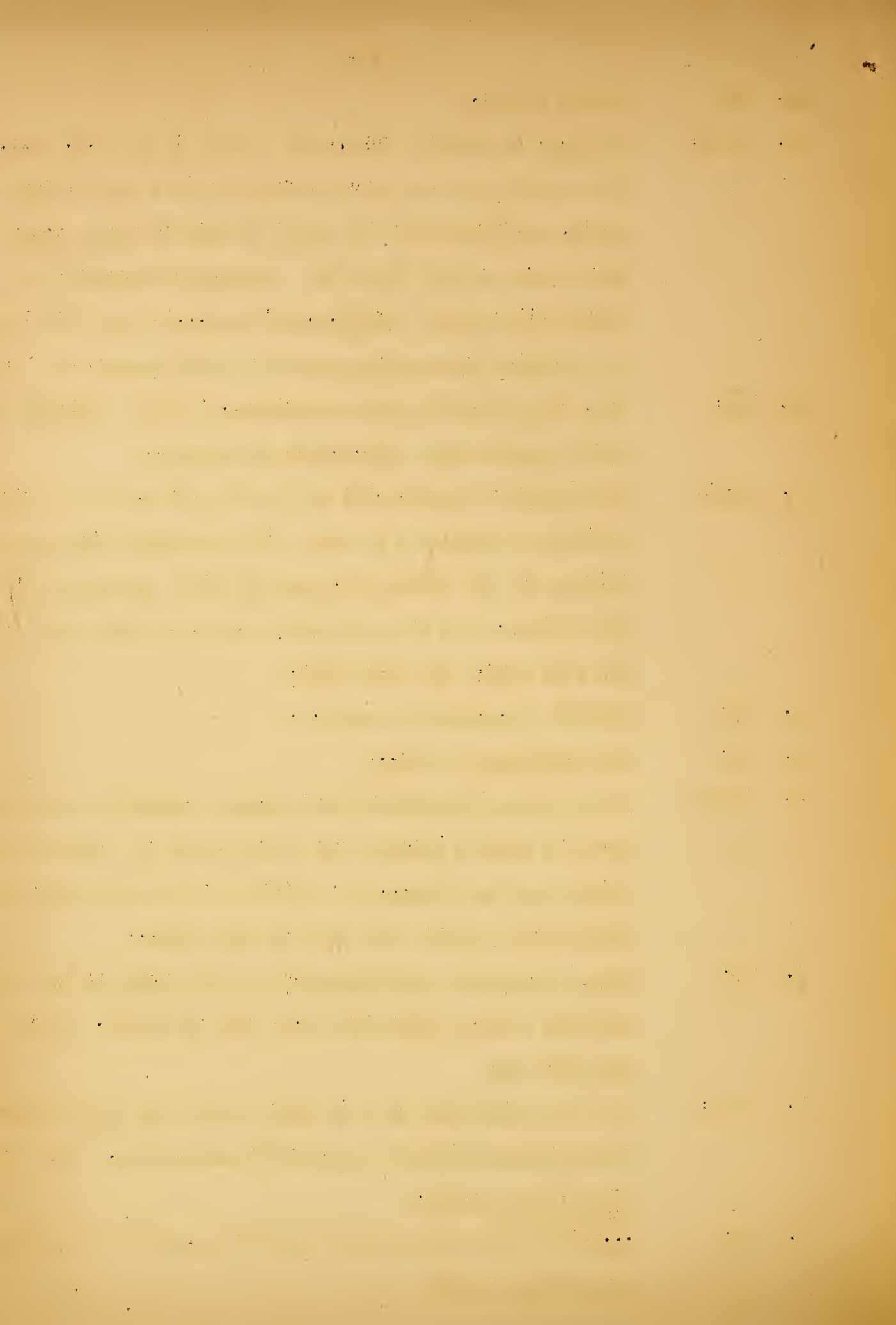
40. BETTY: Well, as a matter of fact...I do know a little something about Alaska. I sent for a pamphlet. If I can just find it here in this bag...
41. MAX: Oh! She comes complete...equipped with pamphlets and everything.
42. BETTY: I was just sort of interested in the idea of homesteading, here or in Alaska.
43. JOE: You were?
44. BETTY: Why not? Look what it says here in this booklet...under the heading "can I get a free homestead?"
45. MAX: (READING) "Can I get a free homestead in the United States? The answer to this question comes close to being 'no'!"
46. JOE: Whaddya know about that!
47. MAX: (READING) "Very little public land is left in continental United States that is suitable for farming. The public lands held by the Government have been pretty well picked over."
48. JOE: Look what it says down farther..."the few tracts of homestead land that may be available usually will be in the rough, and a man would have to do a lot of hard work and spend considerable time and money before he could earn a living from one of them."
49. MAX: That lets either one of us out. We gotta earn a living... , that's first.
50. JOE: Yeah, but what about Alaska? This says only in the United States.
51. BETTY: There's a part in here about Alaska.
52. MAX: Oh yeah, here it is..."What about a farm in Alaska? There is some land that may be homesteaded in Alaska, and some that may be bought..."
53. JOE: "Chances for success are limited by lack of markets and transportation facilities..."

54. BETTY: This is the part that really tells you, listen "One should remember too that many who will go to Alaska to settle will be people who are willing to pioneer and who will not depend on farming alone for a living. They will be willing to put up with hardships and inconveniences now for the sake of better opportunities later, after Alaska is more fully developed!" Does that discourage you?
55. JOE: Well, it doesn't discourage me exactly...I honestly think Alaska's the land of opportunity. But I'm just not ready for that yet, I guess. What's this here, about Army camp areas to be sold for farms!
56. MAX: Hey, what's that?
57. BETTY: Sure! Look... "Will there be farms for sale from Army camp areas and other surplus military lands? Yes, there will be suitable farm land for some family-sized farms..."
58. JOE: "But a big part of these six and one-half million acres of military land is not suitable for farming..."
59. BETTY: And there are complications about who can buy it...but nevertheless, that's another opportunity to get land, at a fair price too!
60. MAX: Ought to look into that! Say, you know...I've thought so much about starting a farm.. About being able to go hunting and fishing and well...just staring out at the hills. But honest, now that I'm out of the war, and on the train going home...Now that I have to decide...I'm beginning to get scared.
61. JOE: Yeah, the reality of the thing sort of hits you in the face...
62. BETTY: You haven't any idea where you're going to do this farming?
63. MAX: Well...no, as a matter of fact. I was always sort of partial to Indiana...and I know I'd like to grow a lot of different things, not just wheat or corn, for instance.

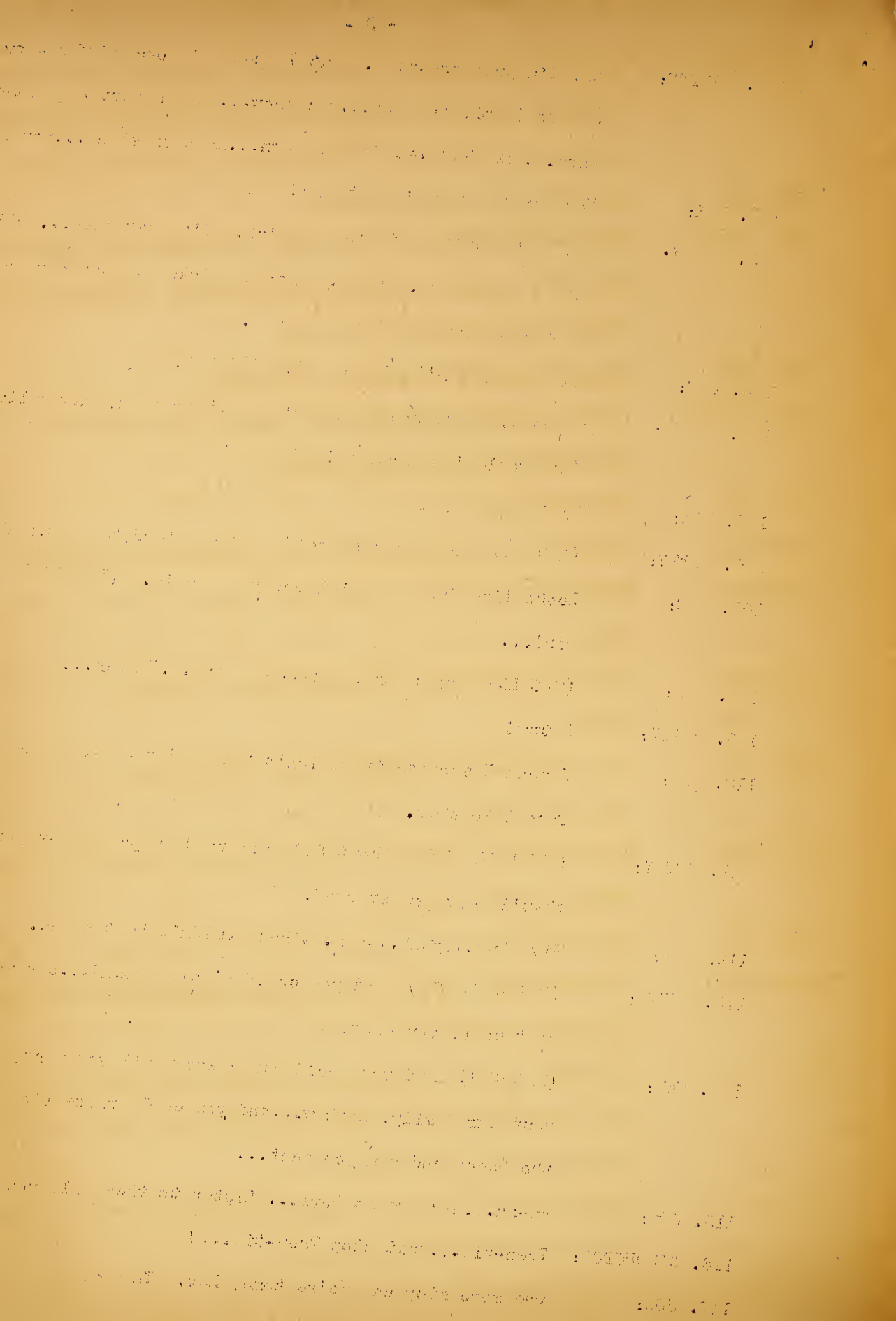
64. JOE: I've thought about cattle ranching, too. You know, be a cowboy!
65. BETTY: Now wait...I've got another little booklet...
66. MAX: Gee! The walking library...
67. BETTY: (LAUGHS) I sent for a lot of 'em!
68. MAX: What got you so interested?
69. BETTY: Oh, I worked in the Women's Land Army before I joined the WAC's. And I guess I just sort of caught the fever...I really liked farming.
70. JOE: Boy! Two armies in one war...she joined. You're one up on us there, isn't she Max?
71. CONDUCTOR: (CALLING) Will-meen-ton...Will-meen-ton!
72. PORTER: Ice cold milk....sandwiches, ham and cheese...Ice cold milk... sandwiches...ham and....
73. MAX: Here, boy...gimme some of that. How about you, Sergeant. What were you in the Land Army, a Colonel or something?
74. BETTY: (LAUGH) Oh, no we didn't have ranks. Look, I've found this other booklet...
75. JOE: Here..have a bean sandwich...
76. BETTY: Oh, thanks...Now let me read you this part.
77. PORTER: (OVER HER) Thank you sir, thank you...
78. MAX: We're almost home now...
79. JOE: Shoot, Sgt. What does it say about being a cowboy? Course I could do other things...raise silver foxes...cranberries... honey bees. What does it say about screwballs who want to do farming like that?

80. BETTY: Well, here's a whole section on screwballs who want to do that. Listen, "Specialty farming like fur, flower seeds, or herbs, always has followers. Many of these types of farming require special skills, equipment, and often a good stiff investment. But such specialties as rabbit raising, honey bees and cranberries can make good sidelines...and they may be profitable in a small way...
81. JOE: It's that big investment part that stops me! You know, after all my talk, Maxie I can see myself a couple of years from now... with 20 thousand chickens on my hands. Chickens. That's about my speed, I guess.
82. BETTY: Well, that's pretty specialized, you know, if you want to do it right and make money. Somewhere here it says you should spend a year on a poultry farm before you go into it.
83. MAX: Yes, I've heard that one. The three steps to farming. Being a farm-hand first, then being a tenant, and finally buying your own land. But golly...it takes years that way! I can't just start out being a farm-hand somewhere.
84. BETTY: Looks to me as if your problem first of all is money, isn't it?
85. MAX: It sure is.
86. JOE: Mine too.
87. MAX: Say, what about that G.I. Bill of Rights? Doesn't that have something about lending money to fellows who want to start farms?
88. JOE: Look it up in the leaflet, teacher...under "G".
89. BETTY: (LAUGHING) Now hold on...wait a minute. Here it is. "The Loan Guaranty Provision of the G.I. Bill of Rights...is intended to make it easier for War II veterans to borrow from local banks, loan associations, or other lenders."

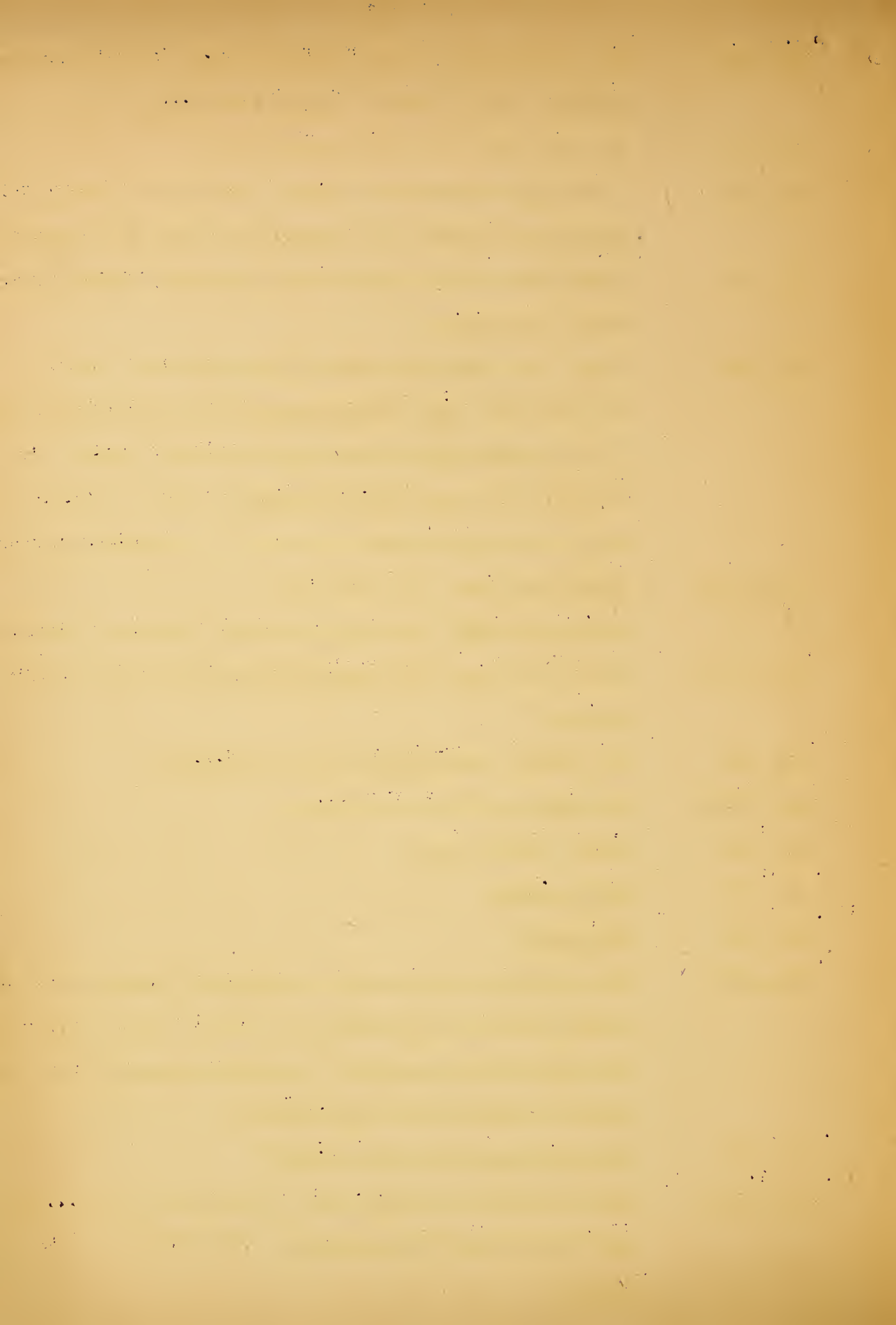
90. JOE: That's for us.
91. BETTY: Any G.I. who wants a farm...has a stake in the G.I. Bill.
"If a fellow has had some experience on the kind of farm he
is
wants, and/physically fit, he'll be able to borrow money to
buy a farm and have Uncle Sam backing 50 percent of a
2,000 dollar loan. ~~Mmmm~~...Let's see...it says this loan
will provide about enough cash for a down payment on a farm.
92. MAX: Gee, but you have to have experience. (PAUSE) Although I've
worked summers on a farm...lots of summers...
93. BETTY: That might be enough...But look, you could go to an agricultural
college and learn how to farm. The Government will pay your
tuition for the first year...and all other expenses up to
500 dollars. And if you make the grade, you get more help
the next year. How about that?
94. JOE: (MOANS) Oh...back to school...
95. MAX: That might not be bad...
96. BETTY: It says here that agricultural college graduates make more
money as farmers because they learn to use the best agriculture
science has to offer...seed varieties that double the yields...
animals that produce more meat on less feed...
97. JOE: Gosh, I guess the first thing to do is to write to the Govern-
ment and find out about that G.I. Bill of Rights. Wonder who
you write to.
98. BETTY: Well the best thing to do is talk to the bank or the mortgage
agency that you intend to borrow the money from. They can tell
you all the details.
Incidentally
99. MAX: /...we've been talking about Joe and me...what kind of farm are
you thinking about?



100. BETTY: Oh, I'm just dreaming. But I guess I'm one of the thousands of people who want to...you know...have a sort of part-time farm...one just outside of town...as a sideline...you know.
101. MAX: You won't get rich that way!
102. BETTY: Oh, I wouldn't do it to get rich. I'd just have...well, a cow and a garden, and maybe some chickens. Anybody can do it... but of course you have to work.
103. JOE: And you couldn't live on it, I'll bet.
104. BETTY: Oh no...my husband would have a job in town, naturally! The farm wouldn't be our main income!
105. MAX: You're married?
106. BETTY: (LAUGHS) No of course not! But I intend to be someday!
107. JOE: Looks like just the girl for you, Maxie. (TEASING) Just the girl...
108. MAX: (GROWLS) Quiet you! Eh...Sergeant...I mean...
109. BETTY: Betty!
110. MAX: I mean I suppose it wouldn't take a lot of money to start a farm like that.
111. BETTY: (ENTHUSIASTIC) About 500 dollars down payment on the land... that'll get you started.
112. MAX: Five hun...yeah...mmm...that wouldn't be too bad.
113. BETTY: (ENTHUSIASTIC) And you could always expand...buy more property next door, you know...
114. MAX: (WARMING) And you could raise about all you wanted to eat for your own family, anyhow...and you could raise pigs and have all the bacon and ham you want...
115. JOE: Ah-ah...here we go boys... Listen to them will you!
116. CONDUCTOR: Tren-tin...Next stop Tren-tin...!
117. JOE: One more stop and we're home, Max. To your home, anyhow.
118. BETTY: Where's your home, Joe?



119. JOE: Oh, I told you I was the wandering type. I'm just putting up with old Max here until I get my bearings...
120. MAX: If I know him, he won't stay put long.
121. JOE: I told you I was headed West...I was going to look into this business of getting free homestead land out there somewhere...
122. MAX: But if it's all been picked over for about a hundred years, you won't find much...
123. JOE: Yeah, I see that now...after what teacher here told us.
(BRIGHT IDEA) Say! Betty...to heck with that little farm by the highway stuff that you and Max talked about! How's about the wide open spaces...gettin' a herd of cattle...a couple of horses to ride the range, Hi Ho Silver!...you know.
124. BETTY: Cattle ranching. Now let's see.
125. JOE: Ohhhhh...(GROAN) There she goes again looking up booklets!
126. BETTY: Now it says here, "it generally takes from 75 to 100 breeding cows..."
127. JOE: Oh brother! Seventy-five to one hundred...
128. BETTY: Or 800 to 1,000 ewes to stock...
129. JOE: Ewes! What's a ewe?
130. MAX: Sheep, jerk!
131. JOE: Sheep-jerk?
132. BETTY: "One thousand ewes to stock a family-size ranch, if the cattle or sheep are the only sources of income. Since a large acreage is required for grazing, it is generally more difficult to acquire a going stock ranch than..."
133. JOE: Okay, okay...so I'm not a cowboy!
134. BETTY: But you could be someday, Joe. It would just take time... you know...to get the experience, and the land, and the stock too...



135. JOE: I guess I should ought to go to school or something. What's that the G.I. Bill does for veterans who want an education in farming?
136. BETTY: Well, I told you...the Government pays for your tuition for a year, and gives you up to five hundred dollars expenses besides.
137. MAX: Or you could just go work on a farm somewhere until you get the hang of it, you know.
138. BETTY: Or you could get a loan and start a little farm on your own. But the most important thing of all is to be sure you talk it all over with somebody who knows about it. County agents are wonderful. They know everything about farms.
139. JOE: I guess I never met one.
140. BETTY: Well, they're in every farming community...and they know all about what land is good and what isn't...and they know what farms are for sale in their community and what's a good price to pay. County agents, they are.
141. JOE: Gee, Maxie, she's brilliant, isn't she.
142. BETTY: Oh, quiet.
143. MAX: Isn't he a typical fall guy, though. I'll bet right now anybody could sell him a load of property you couldn't even grow a pine tree on.
144. JOE: You watch me. I'm going to be a wealthy gentleman land-owner before you...
145. BETTY: But really, you know...that is something you just said, Max. About land-sharks trying to sell you bad property. They're just lying in wait for people like...people...
146. JOE: Go ahead and say it...people like me!
147. BETTY: Well, you're just out of the Army...and you really want to get started in farming right away...and well...
148. MAX: (LAUGH) They just see him coming, that's all.

149. JOE: They'll see you coming, too, Maxie, you're no all-time authority.
150. BETTY: Well, the important thing is to talk it over carefully with your county agent...and look into the G. I. Bill...and see what kind of loan you can get!
151. MAX: Hey, where are you going?
152. BETTY: I have to get my suitcase down...we're almost there...
153. MAX: We're almost there? Don't tell me you get off at Rahway too....
154. BETTY: Sure. It's my home.
155. JOE: Oh tra la, tra la...I see the beginning of a long and beautiful...
156. CONDUCTOR: Rah-way...next stop...Rah-way....
157. JOE: Say look now, Sergeant. You've got me all mixed up on this farm business. I thought it was going to be a breeze. Now I guess I gotta read up on it to make up my mind what to do...
158. BETTY: Well, send for the phamplets, Joe!
159. JOE: What are they...where'd you write...
160. BETTY: Oh this one is a good one...it's called "Getting started in Farming"...34 pages and illustrated...tells everything beginners want to know.
161. MAX: Hey, that looks like a good one.
162. JOE: It ought to make up your mind whether you think you should or you shouldn't be a farmer.
163. BETTY: Well, it certainly does that!
164. CONDUCTOR: Rah-way...Rah-way...next stop..
165. MAX: Well..here we are. Eh, say, Betty...seeing as you know so much about...well...I thought maybe you and I...
166. BETTY: (LAUGHS REMONSTRANCE)
167. JOE: Yeah, Betty, I was just thinking myself that...we could...
168. MAX: Out of my way, Lone Ranger...
169. CONDUCTOR: Let 'em out, folks. Rah-way...Rah-way...FADES OUT INTO...

170. SOUND: TRAIN WHISTLE...CROSSEFADE IN...THEN LOUD A COUPLE OF TIMES AND FADE OFF)
171. ANNCR: Well, it does look like the beginning of a long and beautiful friendship...among some young would-be farmers!
172. MAN: CONSUMER TIME friends, no doubt many of you listening today have had a sort of secret desire of someday getting a little land, and starting a farm somewhere. Hundreds of returned war veterans ..and thousands of men still fighting overseas...are dreaming that same dream. Writing letters home to wives and families... full of plans for starting a farm. It will be easy for some... it will be hard sledding for others. But the important thing is ...for each individual to find out first...what the best way is...for him!
173. ANNCR: The booklet entitled "Getting Started in Farming" is yours free. It tells how to choose a farm. It describes many different kinds of farms...discusses financial problems. Includes a score card to help you judge whether the farm you plan to buy is desirable. And also contains a complete list of sources of information that will help you. This 34 page booklet entitled "Getting Started in Farming, is yours free. Write to CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address and the name of the station to which you're listening. That address again...CONSUMER TIME, Washington 25, D. C.
174. JOHN: Next week...we're going to hear about what to feed your pets... your dog and cat...What foods make good substitutes for meat, and for canned dog food. So listen then to another edition of
175. SOUND: CASH REGISTER...
176. ANNCR: CONSUMER TIME!
177. SOUND: CASH REGISTER...
178. JOHN: How your money buys a living in wartime!



179. SOUND: CASH REGISTER....CLOSE DRAWER.

180. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

